

ORDER



Orders
Order / Rev: 721020
Alt Order #: 06366448
Product Desc: BALDWIN FOR SENATE
Estimate: BALDWIN FOR SENATE
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: Political

KARE
Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Shorr, Johnson, Magnus/POL
Buying Contact:
Billing Contact:
 1831 Chestnut St. #602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Baldwin, T/ D/ Senator-WI
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	21	\$26,275.00	\$22,333.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	21	\$26,275.00	\$22,333.75	0.00
Totals	21	\$26,275.00	\$22,333.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	32%	\$26,275.00
Market	100%	\$82,109.38

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	8%	\$6,568.75
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	18%	\$14,779.69
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	42%	\$34,485.94
WFTC	0%	\$0.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	10/09/12	10/15/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	10	\$720.00	P-4	0.00	NM	10	\$7,380.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF--	10		\$720.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
5	KARE	10/09/12-10/15/12		Today Show	7-9a		MTWThF----	:30	\$810.00		0.00	NM			
9	KARE	10/09/12-10/15/12		Today Show	7-9a		MTWThF----	:30	\$810.00		0.00	NM			
E 2	KARE	10/09/12	10/15/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MTW----	:30	3	\$900.00	P-4	0.00	NM	3	\$2,790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTW----	3		\$900.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
3	KARE	10/09/12-10/15/12		M-F 6-7a	6-7a		MTW-----	:30	\$990.00		0.00	NM			
E 3	KARE	10/09/12	10/15/12	M-F 430-5p Jeopardy	CM	430-5P	MTW----	:30	3	\$990.00	P-4	0.00	NM	3	\$2,970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTW----	3		\$990.00		0.00						
E 4	KARE	10/14/12	10/14/12	Post NFL Late News Post NFL Late News	CM	1030-1105P	-----S	:30	1	\$2,565.00	P-4	0.00	NM	1	\$2,565.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$2,565.00		0.00						
E 5	KARE	10/13/12	10/13/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$2,470.00	P-4	0.00	NM	1	\$2,470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$2,470.00		0.00						
E 6	KARE	10/10/12	10/12/12	M-F 10-1035p KARE News 10p	CM	10-1035P	--WTF--	:30	3	\$2,700.00	P-4	0.00	NM	3	\$8,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	3		\$2,700.00		0.00						
													Totals	21	\$26,275.00